

**IOWA MPRC
February 7, 2013
Bettendorf Public Library
Bettendorf, Iowa**

Welcome/Roll Call: *John Goodman*

- John G. called the meeting to order at 10:03.
- John introduced visitors Craig Markey. IDOT Director of Systems Planning and Deb Arp who is filling in for Troy temporarily.
- Commissioners Present: John Goodman, Deb Jochims, John Oberhaus, Edith Pfeffer, Patsy Ramacitti and Jay Schweitzer
- Commissioners Absent: Larry Kruse, Jane Regan, and MJ Smith.
- Technical Advisors Present:
- Visitors: David Dahlquist, Breann Bye, Becca Drewsup, Deb Arp, Craig Markley, Al Bohling.
- It was announced that Mary Stahlhut will be Troy's replacement for Byways Planning

Minutes: *Deb Jochims*

- John O. moved and Jay 2nd to approve the minutes. Approved.

Treasurer's Report: John G in lieu of Troy

- See Handout 1
- This is the same as last month except we received a bill for National dues, but it's not processed yet. Patsy moved and Deb 2nd to accept the report. Passed.

Dahlquist and Associate Presentation: *David, Bre, Becca*

- David introduced Becca as an assistant. She will help with the Visitor's Survey. Her home is Des Moines. She is a graduate of ISU and is enrolled now at WIU in Museum Studies. She's fully available this summer. She is now taking classes thru the Figge Museum. The surveys will be done at the interpretive centers. She wants to spend time in each county. The three of them will put together a work plan soon.
- See Handout 2 "CMP Work Session"
- The CMP has 14 points we are to address, but that may not be the only things to be done. He has developed a more comprehensive and simplistic plan. Many CMPs don't prioritize activities. He suggests a list of core activities, which could be condensed.
 1. Framework Approach Orientation

- i. Way showing Components-providing signs, maps, electronic apps, etc.
 - ii. Interpretive Communication Services & Media – tell the stories
 - iii. Planning & Management Services-We are a place for people to learn about GRR
 - iv. Right-of-Ways & View shed Management-vegetation management.
 - v. Visitor Services-provide everything visitors expect i.e. restrooms, gas, information, accessible
 - vi. Livability Development-How do byways add to the qualities of local communities & economic impact
- Performance Levels: Then has list of level of performance in these areas.
- Actions:
 - i. Informed non-action-decide at this time not to do anything, but we are aware of it
 - ii. Monitoring-Just watch for awhile
 - iii. Proactive Communication-Stay on top of the item and inform stakeholders of what is happening with it. Events & Festivals using website or constant contact. Just delivering info to people
 - iv. Cooperative Services Agreement-have partner who will fulfill this need. i.e. – don't have formal agreement with DOT, but they provide and install new signs, State Parks may offer management for IC, but there are some things we want them to do, contract with Dahlquist, website.
 - v. Management of Funded Projects-These have time limits. It's a way to get activities or actions done
 - vi. Development of Financial Resource-Takes more effort
 - vii. Continued Program Operation-Takes more effort. Year after Year, we are continually funding this activity.
- 2. Individual Action Suggestions:
 - We all submitted our ideas and David put them on the matrix.
- 3. Refinement
 - We indicated with green and red stickers if we liked where the activity was placed in a certain performance level.
- 4. Overall Observations
 - David said we should work with Regional Planning Associations and Metropolitan Planning Organizations because IDOT has delegated the responsibility of choosing who get grants to these groups instead of the DOT. They have \$3.4M (mainly for infrastructure) so you could get

50% from RPO, 30% could come from IDOTs discretionary fund (\$1M), with the remainder being matched. This is for 2013 and 2014 funding, but since the RPAs and MPOs have a 1-year delay, this money will be available for 2014 and 2015. Now there is \$250,000 in State funding for by-ways specifically and it's suggested they add another \$250,000. Matching is required. We would be able to apply. We could apply for implementation of our CMP out of the \$250,000.

- There is a meeting Feb 19th 9:00 at Holiday Inn in Ames. They are bringing in some by-way people. We need several commissioners to attend. Craig will send an e-mail to us. David and Bre would be able to attend. Patsy suggested getting the two MPOs and four RPAs within the GRR together with us after this meeting. Set up a special meeting for them. Make them part of our mailing list.
- David needs to know before July 1 regarding a request increasing in our funds. We go to the IDOT with this request. This is for 2015.
- We need to increase awareness in our communities about the road.
- David will reach out to MJ, Jane and Larry about today. He wants us to turn in our action sheets.

5. Next Steps

- Bre and David will compile our changes. They'll be ready to give us a report at our next meeting (Spring). We may have to meet again in March and they would be ready with their report. They do have some travel dates in March so the end of March would be better. Meet March 21st at Bettendorf Library. 10am

Update on the Planning of the Spring Meeting: *John G.*

- THURSDAY EVENING:
 - The Dubuque visit allows us to have a buffet in the aquarium. People traveling can make arrangements. Make it an option and RSVP. We could also invite others so they get to know us. Pasty moved, Dec 2nd that we have the Dubuque visit on Thursday. Motion Passed. Susanne will let people know they have to RSVP. It's a perfect opportunity to invite our local planning people and elected community officials. It will cost about \$21 with a cash bar. The commission will cover the cost of the bus.
- Programming ideas
 - **Friday 9-Noon General Session (about 2 hours of programming)**
 - John G. hasn't received a response from the Governor's

- office. He could extend the invitation to Kim Reynolds. Patsy will contact the Mayor of Bettendorf. **9:00**
 - Bill Gluba, vice chair of Mayors' Initiative. Patsy will contact him. If he's not available, John has other suggestions.
 - Iowa DOT can speak on Map 21. Deb Arp will speak for 20 minutes then 40 minutes for David and a panel to discuss how CMP planning is affected by Map 21. Include states in different levels of revising CMPs.
 - Carol Zoft of MN could coordinate a panel discussion on Map 21. John G. to call her.
- **Friday 12:15-1:45 Lunch and Speaker (maybe 20-30 minute speaker)**
 - We need a luncheon speaker or show choir. Davenport North HS is the number one show choir in the state. Patsy will contact them.
- **Saturday 12:00-1:00 Lunch**
 - Mr. Ellis is an actor from Peoria who preforms on the riverboat and talks about the river. Edith will see if he has the date free (**Sat. lunch**). Follow this with Laura and byway information.
 - Marion Johnson could speak during Sat. lunch. She canoes the MS.
- **Saturday 1:15-3:00 General Session (about 90 minutes of programming)**
 - Jane was going to speak to Laura Friest, about presenting. She could share the story about the state scenic byway association here in Iowa. She also has info on fracking. She will talk on **Sat** for 60 minutes about one of these topics.
 - Could we have someone from the MS River Country speak on tourism? Susanne should contact. They could speak Sat afternoon. Talk to the head of the MO Department of Tourism.
- **Other Ideas**
 - Something about the 75th/The Great Race. Who would be the speaker on this?
 - Possibility – someone speak about RAGBRI if we can get a N - S route.
- **Assignments:**
 - John to contact Carol –putting together panel, Jane about Laura, Susanne, Kim Reynolds
 - Edith – Mr. Ellis
 - Patsy – Bob Gluba, Bettendorf Mayor, Show Choir
- Hospitality Room Friday 7:00-11:00
 - Jay is in charge of the hospitality committee.
 - Jay to send us an e-mail and we will get back to him

with what we can bring from our county.

- Friday Evening Dinner – on your own
 - Patsy will put together a list of local restaurants for Fri. night. Edith could take people to Le Claire. E. Davenport has some restaurants that are close by. We should divide up and take people to these restaurants. Have a sign-up sheet.
 - Patsy will check to see if the Figge is open Fri. night.
- Other Ideas
 - A lot of time will be spent in Technical Committees. Honorary members could be advisors at these meetings.
 - Edith thinks 6 hours for technical meetings is too much. John will contact Susanne. Some committees don't function well i.e. they don't have an agenda, don't have chairs present, don't have a plan of action.
 - Include a pamphlet regarding Dubuque in with the invitation so we get attendees on Thursday night.
 - Send a separate packet of IA information to those sign up for the meeting.
 - Shawna Blotey from Des Moines could possibly help us regarding tourism.
 - Do we need to put together a goody bag with information from each community? Should we bring this to our next meeting and put together 50 bags? We could put advertising items from banks, hospitals, small bags of pearl buttons, etc.
 - Susanne contacts local CVBs about our spring meeting.

Other Business:

- Who do we contact to get appointments from the department heads of Economic Development, Tourism and Natural Resources?
- Patsy read an e-mail from Troy containing a letter from Stewart Anderson dated 12/20/12. John G will forward this to all commissioners

Adjourned: 3:12

Respectfully submitted,

Debra J Jochims
Secretary